

Arizona 2007 Tourism Facts

Year-end Summary



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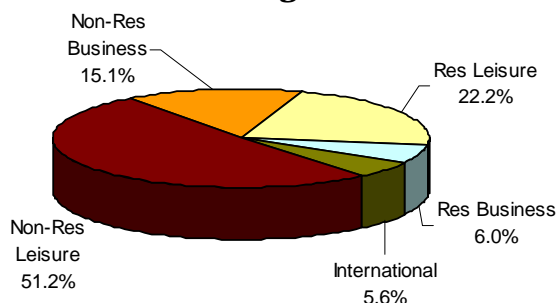
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2007 Summary

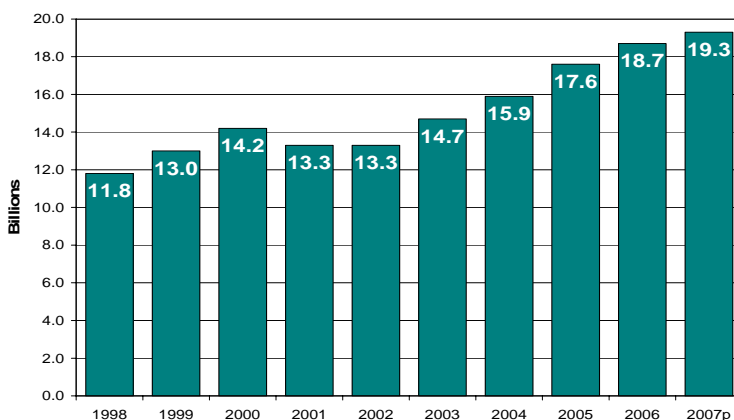
- Direct travel expenditures by all visitors to Arizona increased 3.8% to \$19.3 Billion in 2007, a record year for Arizona Tourism.
- Arizona hosted 35.2 million domestic and international overnight visitors, equal to roughly 96,000 visitors per day in 2007.
- The largest share of overnight travel came from domestic non-resident travel, up 9.6% over 2006 to 23.3 million visitors based on person-stays. Domestic non-resident overnight travel to Arizona is an important segment and represents over 70% of Arizona's total overnight travel volume.
- Nearly 2 million international overnight visitors came to Arizona in 2007, reflecting a -1.7% decrease in international visitation. This was primarily due to the decline in Canadian visitors down -8.2% to 455,600 from 2006 while visitation from key overseas markets had a modest increase of 1.2%.
- Direct travel spending in Arizona generated \$1.5 billion in local and state tax revenues and \$1.2 billion in federal tax revenues during 2007.
- Travel spending in Arizona generated a direct impact of 171,500 jobs with earnings of \$5.1 billion in 2007.

2007 Arizona Overnight Travel Volume



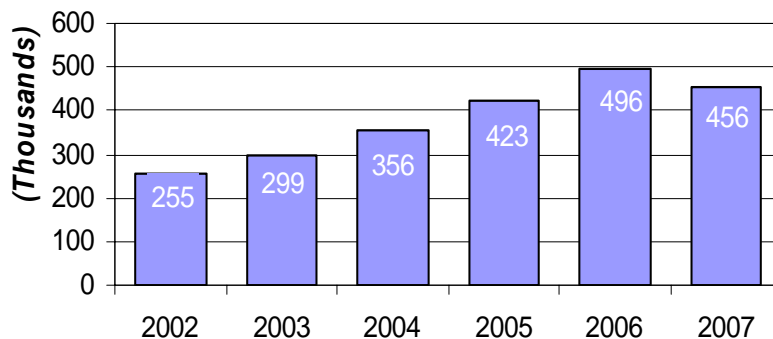
Source: D.K. Shifflet and Associates, Ltd.; US Department of Commerce; Statistics Canada; U of Arizona

Direct Travel Expenditures 1998-2007



Source: Arizona Travel Impacts, Dean Runyan Associates

Annual Arizona Visitation from Canada 2002-2007



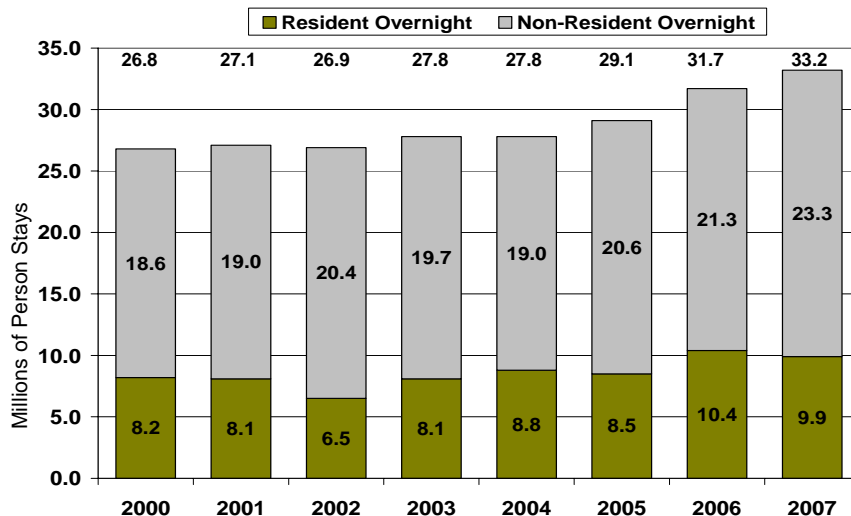
Source: Statistics Canada

2007 Arizona Domestic Overnight Travel

- Domestic Overnight Leisure travel was at its highest level in 2007.
- Arizona Domestic Overnight Person-Stays volume increased 4.8% to a record 33.2 million domestic overnight visitors, driven by increases in Non-Resident visitors and Leisure visitors to Arizona.
- In 2007, Arizona's domestic overnight leisure share of Air travel was nearly double that of the average US overnight leisure destination (23% vs. 13%).
- In 2007, Non-Resident Domestic overnight visitors traveled 1,007 miles on average to Arizona.

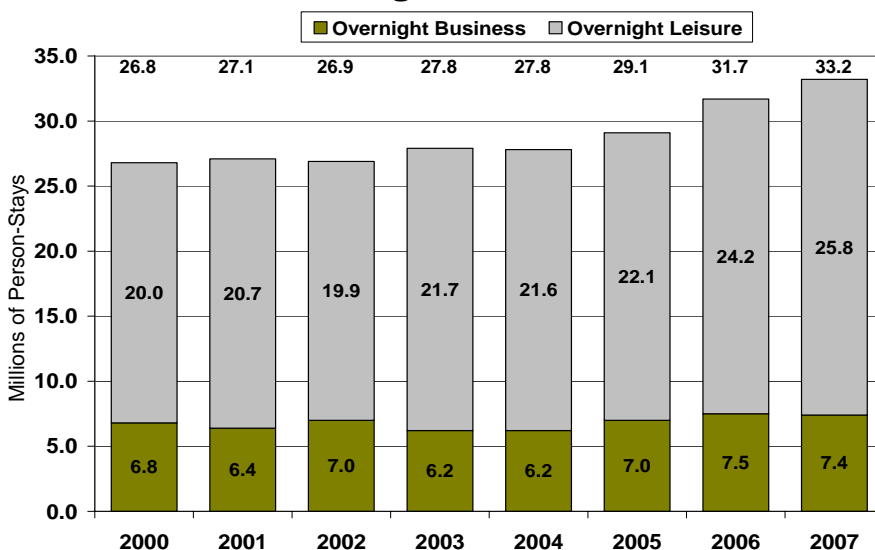


Arizona Domestic Overnight Resident and Non-Resident Travel



Source: D.K. Shifflet and Associates, Ltd.

Arizona Domestic Overnight Business and Leisure Travel



Source: D.K. Shifflet and Associates, Ltd.

2007 Top 10 Originating States of Domestic Overnight Visitors to Arizona by % of Market Share

| | | | |
|------------|-------|------------|------|
| Arizona | 31.0% | Nevada | 2.6% |
| California | 25.1% | Ohio | 2.0% |
| Texas | 6.3% | Colorado | 1.6% |
| Illinois | 5.4% | Washington | 1.5% |
| New Mexico | 2.7% | Michigan | 1.4% |

Source: D.K. Shifflet and Associates, Ltd.

2007 Arizona Domestic Overnight Profile

- 56% of Non-Resident Domestic Overnight visitors have an income of \$75,000 or greater.
- Arizona's Domestic Overnight market is comprised mostly of couples (37%), adults traveling alone (32%) and families (19%).
- Visitors in the 35-54 age group comprised the highest share of Arizona Overnight visitors (39%), followed closely by older visitors 55+ (37%) and younger visitors ages 18-34 (24%).
- In 2007, Domestic Overnight visitors spent 3.5 nights, on average, in Arizona.
- Leisure visitors make up 78% of all Domestic Overnight visitors to Arizona.
- 67% of Domestic Overnight visitors do not have children in their household, which is greater than the U.S. at 63%.



2007 Average Household Income Arizona Domestic Overnight Travelers

| | 2004 | 2005 | 2006 | 2007 |
|---------------------|----------|----------|----------|----------|
| Resident | \$59,600 | \$58,500 | \$66,200 | \$74,700 |
| Non-Resident | \$79,100 | \$77,800 | \$79,900 | \$86,000 |

Source: D.K. Shifflet and Associates, Ltd.

2007 Average Party Size Arizona Domestic Overnight Travelers

| | 2004 | 2005 | 2006 | 2007 |
|---------------------|------|------|------|------|
| Resident | 2.1 | 2.3 | 2.1 | 2.3 |
| Non-Resident | 2.0 | 2.0 | 2.0 | 2.1 |

Source: D.K. Shifflet and Associates, Ltd.

2007 Average Age Arizona Domestic Overnight Travelers

| | 2004 | 2005 | 2006 | 2007 |
|---------------------|--------|--------|--------|--------|
| Resident | 42 yrs | 44 yrs | 45 yrs | 47 yrs |
| Non-Resident | 47 yrs | 49 yrs | 49 yrs | 49 yrs |

Source: D.K. Shifflet and Associates, Ltd.

2006 vs. 2007 Arizona Domestic Overnight Traveler Generation Analysis

| | <u>Resident</u> | | <u>Non-Resident</u> | |
|---------------------------------|-----------------|------|---------------------|------|
| | 2006 | 2007 | 2006 | 2007 |
| Millennials (after 1981) | 8% | 4% | 5% | 7% |
| GenX (1965-1980) | 38% | 42% | 30% | 29% |
| Boomers (1946-1964) | 36% | 34% | 39% | 36% |
| Silent (1930-1945) | 15% | 20% | 23% | 26% |
| GI (1929 and earlier) | 2% | 1% | 2% | 1% |

Source: D.K. Shifflet and Associates, Ltd.

2007 Arizona Domestic Overnight Travel Primary Activities

| <u>Non-Resident Overnight Travelers</u> | |
|---|---------------|
| Primary Activities | Participation |
| Dining | 33% |
| Sightseeing | 25% |
| Entertainment | 26% |
| Shopping | 20% |
| Parks (national/state) | 10% |
| Look at Real Estate | 7% |
| Visit Historic Site | 6% |
| Hike,/Bike | 6% |
| Attend Sports Event | 5% |
| Golf | 5% |
| Museum,/Art Exhibits | 5% |
| Night Life | 5% |

Source: D.K. Shifflet and Associates, Ltd.



- The 2007 participation rate for Arizona Domestic Overnight visitors is well above the US average on sightseeing, national/state parks, hike/bike and looking at real estate.
- The primary activities for overnight non-resident and resident travelers were similar except non-resident travelers are more likely to participate in sightseeing, golf, entertainment, museum/art exhibits, look at real estate, night life & attend sport events than resident travelers. On the other hand resident travelers are more likely to camp, hike/bike, nature/culture & hunt/fish than non-resident travelers.

| <u>Resident Overnight Travelers</u> | |
|-------------------------------------|---------------|
| Primary Activities | Participation |
| Dining | 35% |
| Shopping | 17% |
| Entertainment | 15% |
| Sightseeing | 18% |
| Hike/Bike | 11% |
| Camping | 10% |
| Nature/Culture | 9% |
| Parks (national/state) | 9% |
| Visit Historic Site | 7% |
| Hunt,/Fish | 6% |
| Gamble | 5% |

Source: D.K. Shifflet and Associates, Ltd.

2007 Domestic Overnight Travel by Region

- The data on the following pages provides an analysis of Arizona Domestic Overnight travelers by Arizona Region. The map to the right depicts Arizona's five regions, the dark orange area represents Northern Arizona, the green area North Central Arizona, the purple area Phoenix & Central, the blue area Tucson & Southern and the light orange area the West Coast.
- Domestic Overnight visitation to Arizona's regions varies in terms of visitor demographics, leisure activities, trip timing and origin region. The following tables provide a comparison between Arizona's regions.



| | Arizona | Northern | West Coast | North Central | Phoenix & Central | Tucson & Southern |
|--------------------------------------|----------|----------|------------|---------------|-------------------|-------------------|
| Domestic Overnight Visitation | 33.2 M | 13.3% | 8.4% | 9.5% | 46.2% | 15.2% |
| Average Age | 48 | 47 | 48 | 49 | 48 | 49 |
| 18-34 years | 24% | 26% | 23% | 16% | 24% | 25% |
| 35-54 years | 39% | 42% | 42% | 50% | 41% | 35% |
| 55+ years | 37% | 32% | 35% | 34% | 35% | 40% |
| Average HH Income | \$82,500 | \$76,500 | \$65,500 | \$80,400 | \$86,200 | \$77,100 |
| Average Party Size | 2.2 | 2.5 | 2.3 | 2.2 | 2.0 | 2.0 |
| Average Length of Stay | 3.5 | 2.2 | 3.7 | 2.7 | 4.0 | 3.5 |

Source: D.K. Shifflet and Associates, Ltd.

2007 Domestic Overnight Travel by Region

| TRIP TIMING | Arizona | Northern | West Coast | North Central | Phoenix & Central | Tucson & Southern |
|----------------------------------|----------------|-----------------|-------------------|----------------------|------------------------------|------------------------------|
| 1st Qtr (Jan, Feb, Mar) | 25% | 14% | 26% | 21% | 28% | 33% |
| 2nd Qtr (Apr, May, Jun) | 26% | 32% | 18% | 29% | 25% | 21% |
| 3rd Qtr (July, Aug, Sept) | 26% | 35% | 24% | 28% | 23% | 20% |
| 4th Qtr (Oct, Nov, Dec) | 23% | 19% | 33% | 22% | 24% | 26% |

Source: D.K. Shifflet and Associates, Ltd.

- In 2007, trip timing to Arizona is fairly evenly distributed to all four quarters of the year, but varies when looking at trip timing by region. For instance, first quarter visitation is most popular for the following regions: Tucson & Southern at 33% and Phoenix & Central at 28%.
- For leisure purpose of stay, most overnight visitors come to Arizona to visit friends and relatives (27%). However, when looking at visitation to Arizona's regions, the primary purpose of stay differs by region. In Northern Arizona, a high percentage of visitors travel there for a general vacation (43%), whereas the North Central region attracts visitors for getaway weekends (35%).
- Overnight visitors to Arizona predominately travel as couples (37%), as one adult (32%) or as a family (19%). This travel party distribution is fairly consistent for all Arizona regions.

| PURPOSE OF STAY | Arizona | Northern | West Coast | North Central | Phoenix & Central | Tucson & Southern |
|------------------------------|----------------|-----------------|-------------------|----------------------|------------------------------|------------------------------|
| Business | 22% | 17% | 23% | 14% | 26% | 23% |
| Leisure | 78% | 83% | 77% | 86% | 74% | 77% |
| <i>Getaway Weekend</i> | 17% | 17% | 20% | 35% | 11% | 8% |
| <i>General Vacation</i> | 17% | 43% | 14% | 20% | 11% | 10% |
| <i>Visit Friend/Relative</i> | 27% | 10% | 29% | 14% | 37% | 34% |
| <i>Special Event</i> | 8% | 6% | 2% | 10% | 7% | 13% |
| <i>Other Personal</i> | 9% | 6% | 11% | 7% | 8% | 12% |

Source: D.K. Shifflet and Associates, Ltd.

| TRAVEL PARTY | Arizona | Northern | West Coast | North Central | Phoenix & Central | Tucson & Southern |
|---------------------------------|----------------|-----------------|-------------------|----------------------|------------------------------|------------------------------|
| One Adult | 32% | 22% | 34% | 34% | 36% | 38% |
| Couples | 37% | 41% | 29% | 39% | 36% | 37% |
| Two Males or Two Females | 4% | 5% | 3% | 5% | 4% | 5% |
| Three or more Adults | 8% | 7% | 11% | 5% | 7% | 6% |
| Families | 19% | 26% | 23% | 18% | 16% | 15% |

Source: D.K. Shifflet and Associates, Ltd.

2007 Domestic Overnight Travel by Region

| ORIGIN STATE | Arizona | Northern | West Coast | North Central | Phoenix & Central | Tucson & Southern |
|---------------------|----------------|-----------------|-------------------|----------------------|------------------------------|------------------------------|
| Arizona | 31.0% | 40.1% | 19.7% | 65.7% | 19.3% | 43.4% |
| California | 25.1% | 20.5% | 55.7% | 13.9% | 25.2% | 21.1% |
| Texas | 6.3% | 5.5% | 3.2% | 1.8% | 6.7% | 5.7% |
| Illinois | 5.4% | 5.8% | 0.3% | 1.0% | 7.5% | 1.3% |
| New Mexico | 2.7% | 2.0% | 0.3% | 1.4% | 4.2% | 2.8% |
| Nevada | 2.6% | 2.2% | 4.9% | 2.2% | 3.2% | 0.9% |
| Ohio | 2.0% | 1.4% | 0.9% | 1.0% | 2.9% | 1.4% |
| Colorado | 1.6% | 1.5% | 0.4% | 1.3% | 2.5% | 1.5% |
| Washington | 1.5% | 0.9% | 3.0% | 0.1% | 1.5% | 2.3% |
| Michigan | 1.4% | 1.6% | 0.0% | 1.3% | 2.4% | 0.6% |

Source: D.K. Shifflet and Associates, Ltd.

- The largest share of overnight visitation comes from Arizona and California, which combined make up 56% of visitation to Arizona. The West Coast benefits the most from visitors from California at 56% while the North Central region is primarily made up of visitors from Arizona at 66%.
- Northern Arizona's visitors enjoy visiting State/National Parks(29%), hiking and biking(16%) and visiting historic sites(16%). West Coast visitors enjoy camping(12%), while North Central visitors enjoy State/National Parks(16%), hiking and biking(16%) and nature and culture(10%).

| PRIMARY ACTIVITIES* | Arizona | Northern | West Coast | North Central | Phoenix & Central | Tucson & Southern |
|-------------------------------|----------------|-----------------|-------------------|----------------------|------------------------------|------------------------------|
| Parks (national/state) | 10% | 29% | 4% | 16% | 6% | 8% |
| Hike, Bike | 8% | 16% | 3% | 16% | 6% | 5% |
| Look at Real Estate | 6% | 4% | 5% | 4% | 8% | 3% |
| Visit Historic Site | 6% | 16% | 4% | 8% | 3% | 6% |
| Attend Sports Event | 4% | 1% | 0% | 1% | 5% | 2% |
| Camping | 4% | 8% | 12% | 6% | 1% | 3% |
| Festival, Craft Fair | 4% | 5% | 4% | 5% | 3% | 4% |
| Gamble | 4% | 2% | 7% | 3% | 6% | 2% |
| Museum, Art Exhibit | 4% | 4% | 2% | 3% | 5% | 5% |
| Nature/Culture | 4% | 4% | 8% | 10% | 1% | 2% |
| Night Life | 4% | 2% | 1% | 5% | 7% | 5% |

Source: D.K. Shifflet and Associates, Ltd.

*Dining, Sightseeing, Shopping and Entertainment were the top four categories for every region. Therefore, they were removed to provide a more detailed comparison among other activities.

The Economic Impact of Travel in Arizona

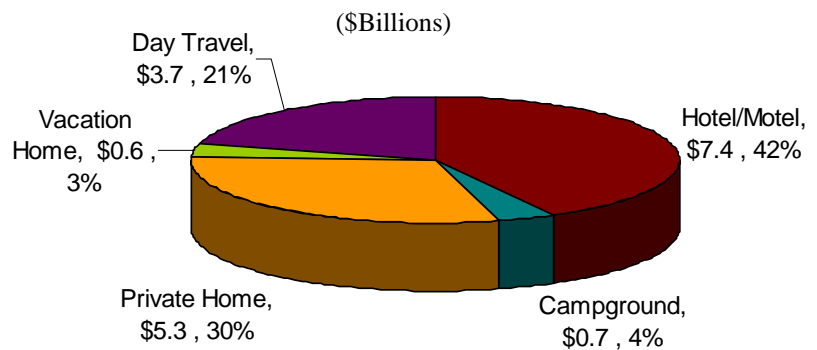
- Travel is an important contributor to the health of both the state and local economies. In 2007, total direct travel spending in Arizona was \$19.3 billion. Travel industry employment witnessed a flattening (-0.3%) in 2007, down to 171,500 direct jobs from 172,000 in 2006.
- Arizona visitors that stayed overnight in lodging establishments accounted for 42 percent of all visitor spending in 2007.
- Taxes generated by the travel industry are primarily paid by visitors rather than residents. In 2007, 78.5% of the visitor spending in Arizona was by international visitors and residents of other states making the local and state tax revenue generated by travel spending a net benefit to Arizona residents.

DIRECT TRAVEL EXPENDITURES 1998-2007

| | |
|---------------------|------------------|
| EXPENDITURES | \$19.3 B |
| TAX REVENUE | \$2.739 B |
| FEDERAL | \$1.236 B |
| STATE/LOCAL | \$1.503 B |

Source: Arizona Travel Impacts, Dean Runyan Associates

Visitor Spending by Type of Traveler Accommodation 2007p



Source: Arizona Travel Impacts, Dean Runyan Associates

TRAVEL EMPLOYMENT 2007

EMPLOYMENT

| | |
|--------------|----------------|
| Direct | 171,500 |
| Secondary | 147,000 |
| TOTAL | 319,000 |

DIRECT EMPLOYMENT BY SECTOR

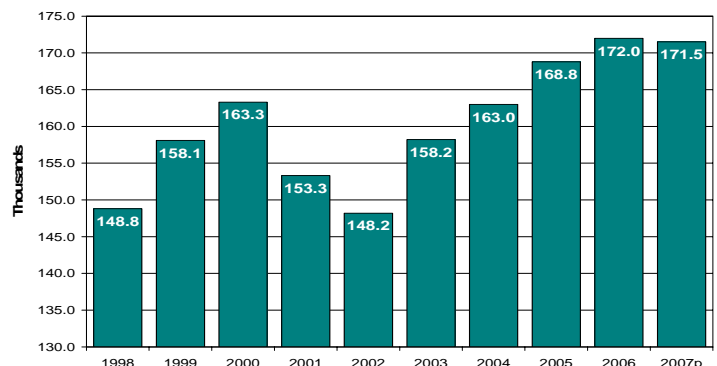
| | |
|-------------------------------------|--------|
| 1. Accommodation & Food Services | 88,000 |
| 2. Arts, Entertainment & Recreation | 45,000 |
| 3. Retail Trade | 20,000 |
| 4. Transportation | 18,000 |

DIRECT PAYROLL \$5.1B

TOTAL PAYROLL \$10.5 B

Source: Arizona Travel Impacts, Dean Runyan Associates

Direct Travel Employment 1998-2007



Source: Arizona Travel Impacts, Dean Runyan Associates

Arizona Travel Impacts 1998-2007p

| Year | Spending | Earnings | Employment | Tax Revenues (\$Mln) | | |
|--------------------------|----------|----------|------------|----------------------|---------|-------|
| | (\$Bln) | (\$Bln) | (Thousand) | Local/State | Federal | Total |
| 1998 | 11.8 | 3.2 | 148.8 | 941 | 630 | 1,571 |
| 1999 | 13.1 | 3.5 | 158.1 | 1,043 | 702 | 1,746 |
| 2000 | 14.2 | 3.8 | 163.3 | 1,138 | 744 | 1,882 |
| 2001 | 13.4 | 3.7 | 153.3 | 1,082 | 777 | 1,859 |
| 2002 | 13.3 | 3.6 | 148.2 | 1,101 | 825 | 1,926 |
| 2003 | 14.7 | 4 | 158.2 | 1,211 | 912 | 2,122 |
| 2004 | 15.9 | 4.3 | 163.0 | 1,287 | 988 | 2,275 |
| 2005 | 17.6 | 4.5 | 168.8 | 1,399 | 1,081 | 2,479 |
| 2006 | 18.7 | 4.9 | 172.0 | 1,464 | 1,176 | 2,640 |
| 2007p | 19.3 | 5.1 | 171.5 | 1,503 | 1,236 | 2,739 |
| Annual Percentage Change | | | | | | |
| 06-07p | 3.2 | 5 | -0.3 | 2.7 | 5.1 | 3.7 |
| 98-07p | 5.6 | 5.3 | 1.6 | 5.3 | 7.8 | 6.4 |

Source: Arizona Travel Impacts, Dean Runyan Associates

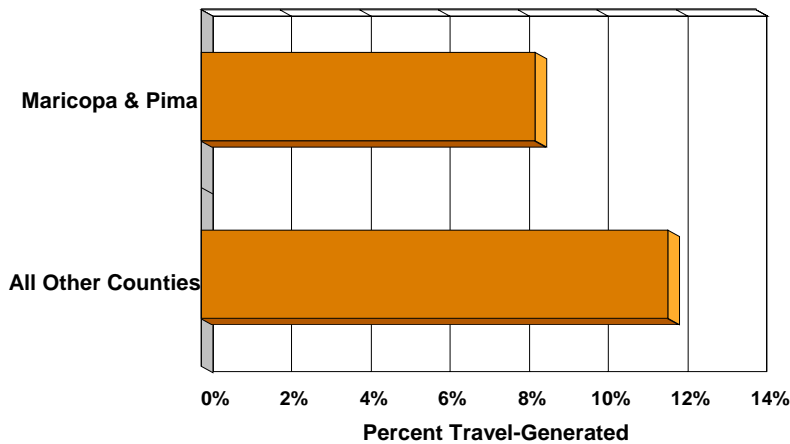
Arizona County Travel Impacts 1998-2007p

| County | Travel Spending | Related Travel-Generated Impacts | | | | |
|-----------------|-----------------|----------------------------------|-------------------|---------------------|---------------------|---------------------|
| | (\$Mln) | Earnings (\$Mln) | Employment (jobs) | Local Taxes (\$Mln) | State Taxes (\$Mln) | Total Taxes (\$Mln) |
| Apache | 144 | 30 | 1,720 | 3.1 | 5.5 | 8.7 |
| Cochise | 351 | 81 | 4,460 | 11.8 | 12.8 | 24.6 |
| Coconino | 921 | 254 | 10,760 | 26.9 | 35.4 | 62.3 |
| Gila | 248 | 62 | 2,860 | 3.3 | 7.2 | 10.5 |
| Graham/Greenlee | 48 | 12 | 1,180 | 1.2 | 2.0 | 3.2 |
| La Paz | 216 | 31 | 1,330 | 2.2 | 8.9 | 11.0 |
| Maricopa | 12,370 | 3,395 | 94,250 | 337.8 | 392.2 | 730.0 |
| Mohave | 464 | 109 | 5,220 | 9.6 | 19.0 | 28.6 |
| Navajo | 292 | 67 | 3,270 | 6.2 | 11.0 | 17.1 |
| Pima | 2,230 | 566 | 24,540 | 48.6 | 85.8 | 134.4 |
| Pinal | 453 | 111 | 4,660 | 8.5 | 17.1 | 25.6 |
| Santa Cruz | 249 | 47 | 1,990 | 5.0 | 8.0 | 13.1 |
| Yavapai | 722 | 196 | 9,140 | 16.6 | 24.7 | 41.3 |
| Yuma | 590 | 140 | 6,160 | 14.0 | 22.1 | 36.1 |
| Arizona | 19,299 | 5,101 | 171,540 | 494.8 | 651.6 | 1146.5* |

Source: Arizona Travel Impacts, Dean Runyan Associates

* Property taxes and sales taxes paid by travel industry employees not included.

State Transaction Privilege Taxes Generated By Direct Travel Spending, 2007p



The impact of traveler spending is relatively more important to Arizona's rural counties than urban counties.

Source: Dean Runyan Associates and Arizona Department of Revenue

Arizona County Total Direct Spending, 1998-2007p (millions)

| | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007p | Annual Percent Chg. 06-07p | 98-07p |
|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|-------------------------------|------------|
| Apache | 80 | 94 | 109 | 101 | 100 | 107 | 113 | 129 | 138 | 144 | 4.2 | 6.8 |
| Cochise | 207 | 234 | 258 | 253 | 271 | 279 | 302 | 320 | 328 | 351 | 7.1 | 6.1 |
| Coconino | 675 | 715 | 741 | 694 | 691 | 741 | 788 | 843 | 870 | 921 | 5.8 | 3.5 |
| Gila | 179 | 189 | 206 | 204 | 204 | 213 | 221 | 233 | 242 | 248 | 2.5 | 3.7 |
| Graham/Greenlee | 23 | 26 | 31 | 28 | 28 | 30 | 32 | 36 | 45 | 48 | 6.4 | 8.3 |
| La Paz | 126 | 146 | 162 | 160 | 158 | 175 | 186 | 208 | 210 | 216 | 3.1 | 6.2 |
| Maricopa | 7,327 | 7,989 | 8,779 | 8,176 | 7,979 | 9,069 | 9,888 | 11,069 | 11,908 | 12,370 | 3.9 | 6.0 |
| Mohave | 249 | 291 | 322 | 315 | 315 | 361 | 397 | 435 | 483 | 464 | -3.9 | 7.2 |
| Navajo | 179 | 213 | 240 | 220 | 221 | 229 | 238 | 260 | 284 | 292 | 3.1 | 5.6 |
| Pima | 1,552 | 1,725 | 1,876 | 1,738 | 1,788 | 1,885 | 2,019 | 2,197 | 2,260 | 2,230 | -1.3 | 4.1 |
| Pinal | 206 | 236 | 263 | 257 | 257 | 291 | 323 | 365 | 407 | 453 | 11.3 | 9.2 |
| Santa Cruz | 206 | 226 | 237 | 237 | 298 | 262 | 272 | 274 | 254 | 249 | -1.9 | 2.1 |
| Yavapai | 426 | 579 | 558 | 543 | 540 | 581 | 590 | 642 | 685 | 722 | 5.4 | 6.0 |
| Yuma | 371 | 407 | 444 | 434 | 485 | 501 | 533 | 567 | 588 | 590 | 0.3 | 5.3 |
| Arizona | 11,806 | 13,071 | 14,225 | 13,361 | 13,333 | 14,725 | 15,903 | 17,578 | 18,701 | 19,299 | 3.2 | 5.6 |

Source: Arizona Travel Impacts, Dean Runyan Associates

2007 Arizona Lodging

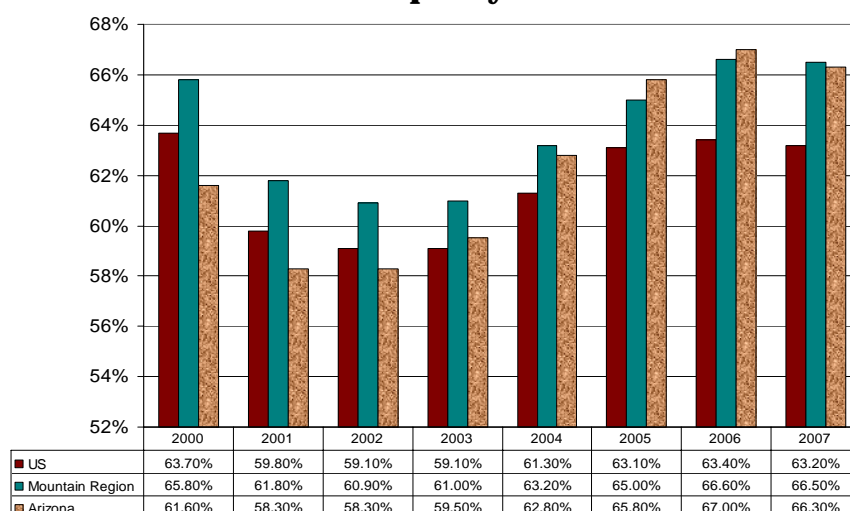
- 2007 brought several changes for the lodging industry in Arizona. The state outpaced the US and the Mountain Region in 2007 in terms of percent increases in ADR, reaching the highest levels in the past six years. Arizona boasted higher occupancy rates than the United States and higher Revenue per Available Room than both the United States and the Mountain Region.
- Demand for lodging in Arizona decreased -0.6% over 2006 compared to the US increase of 1.2% and the Mountain region increase of 1.0%. Arizona's room supply increased 0.4% in 2007 while the US and Mountain Region witnessed increases of 1.4% and 0.4% respectively.
- Decreased lodging demand and increased room supply in 2007 drove decreases in occupancy rates in Arizona lodging. Statewide occupancy decreased an average of -0.9% for the year to a rate of 66.3%.
- The Average Daily Rate (ADR) for Arizona in 2007 was \$105.17, an increase of 6.5% over 2006. The US's ADR increased 5.9% to \$103.64 and the Mountain Region increased 5.9% to a rate of \$100.20.
- In 2007, the average RevPAR rate of \$69.69 for the state exceeded the average RevPAR rates both nationally and regionally. This reflected an increase of 5.4% over 2006. ADR drove the increase in RevPAR in 2007.

Mountain Region States



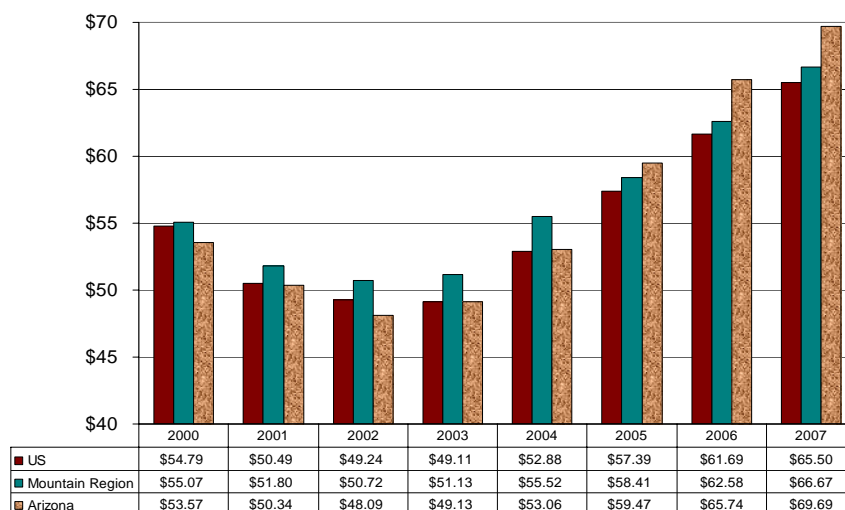
Source: U.S. Census Bureau

Arizona Occupancy Rates 2000-2007



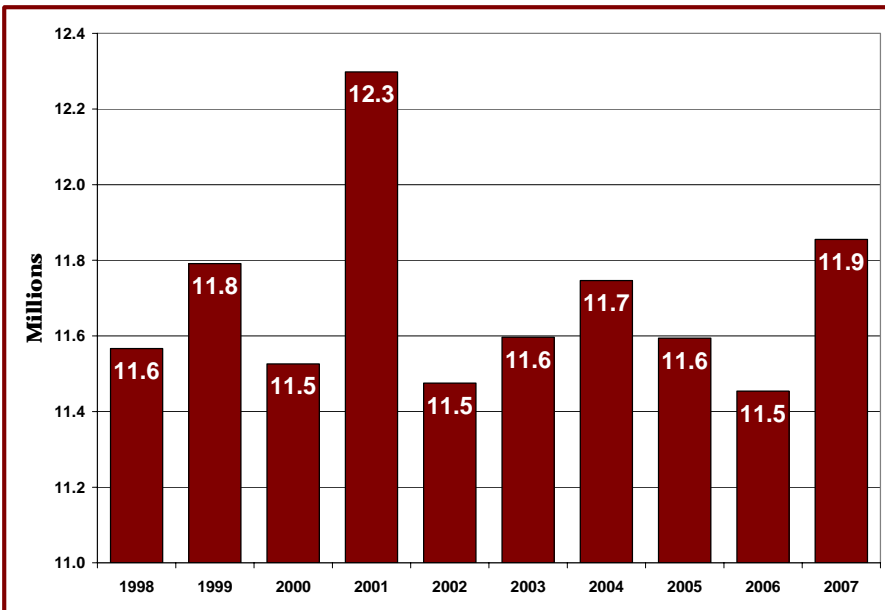
Source: Smith Travel Research

Arizona RevPAR Rates 2000-2007



Source: Smith Travel Research

Arizona National Park Visitation 1998-2007



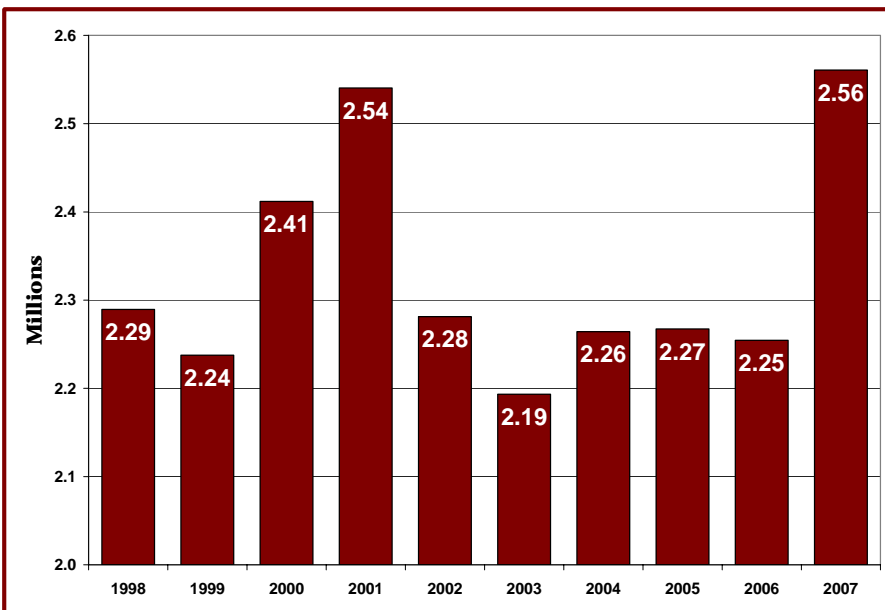
Source: National Park Service

Arizona's National Parks welcomed 11,855,317 visitors in 2007, an increase of 2.8% from 2006, performing better than most of the previous ten years.

Top Visited National Parks 2007:

1. Grand Canyon NP
2. Lake Mead NRA
3. Glen Canyon NRA
4. Canyon de Chelly NM
5. Saguaro NP

Arizona State Park Visitation 1998-2007



Source: Arizona State Parks

Visitation at Arizona's State Parks increased in 2007 with 2,560,832 visitors (2.6%), performing better than the previous ten years.

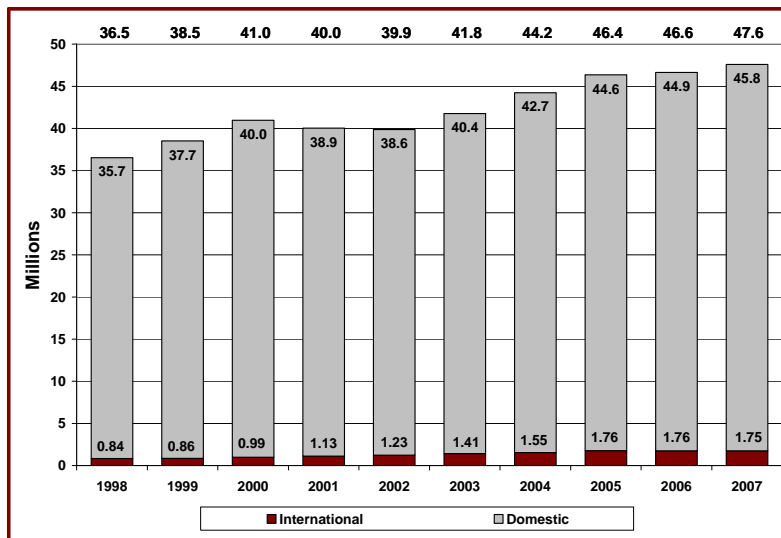
Top Visited Arizona State Parks 2007:

1. Lake Havasu State Park
2. Slide Rock State Park
3. Patagonia Lake State Park
4. Kartchner Caverns State Park
5. Catalina State Park

2007 Arizona Airport Passenger Traffic

- There was a 2.0% increase in total passenger enplanements/deplanements in 2007 for Arizona airports.
- In 2006, Domestic passenger traffic for Arizona was 45.8 million with a modest increase of 2.1% from 2006.
- There were 1.75 million International passenger enplanements/deplanements for Arizona reflecting a flattening in passenger traffic.
- Sky Harbor International Airport recorded a record high of 42,177,374 passengers in 2007, up 1.8% from 2006.
- Tucson International Airport counted a record 4,429,905 passengers in 2007, up 4.8% from 2006.
- Grand Canyon National Park's airport passenger traffic was down -3.5% from the previous year, with 747,010 enplanements/deplanements.
- Yuma International Airport recorded 143,236 passengers, up 12.5% from the previous year.
- Flagstaff Pulliam passenger traffic was up 8.3% from the previous year, with 91,760 enplanements/deplanements.

Arizona Airport Passenger Traffic 1998-2007



Source: Activity reports provided by Flagstaff Pulliam, Grand Canyon, Phoenix Sky Harbor, Tucson International & Yuma International Airports



Top Arizona Attractions by Visitation

| Top 25 Natural Attractions | |
|------------------------------------|-----------------|
| Attraction | 2007 Visitation |
| Grand Canyon National Park | 4,413,668 |
| South Mountain Park | 3,000,000 |
| Saguaro National Park | 2,847,313 |
| Glen Canyon NRA | 1,894,114 |
| Lake Mead NRA | 1,824,297 |
| Coronado NF & Sabino Canyon NRA | 1,000,000 |
| Canyon de Chelly | 825,320 |
| Grand Canyon West | 700,000 |
| Lake Pleasant Regional Park | 697,479 |
| Montezuma Castle NM | 597,611 |
| Petrified Forest National Park | 563,590 |
| Organ Pipe Cactus NM | 338,594 |
| Lake Havasu State Park | 329,529 |
| Slide Rock State Park | 305,759 |
| Wupatki National Monument | 239,603 |
| Sunset Crater Volcano NM | 231,855 |
| Meteor Crater | 216,860 |
| Patagonia Lake State Park | 204,047 |
| Monument Valley Navajo Tribal Park | 202,204 |
| Kartchner Caverns State Park | 172,372 |
| Tohono Chul Park | 169,240 |
| Catalina State Park | 152,587 |
| Dead Horse Ranch State Park | 136,345 |
| Walnut Canyon National Monument | 126,187 |
| Cattail Cove State Park | 111,510 |

| Top 25 Private Attractions | |
|---------------------------------------|-----------------|
| Attraction | 2007 Visitation |
| Tempe Town Lake | 2,782,000 |
| Chase Field | 2,699,178 |
| London Bridge | 1,500,000 |
| The Phoenix Zoo | 1,474,000 |
| U.S. Airways Center | 1,392,526 |
| Jobing.com Arena | 1,200,000 |
| University of Phoenix Stadium | 1,180,149 |
| Tlaquepaque Arts & Crafts Village | 1,000,000 |
| WestWorld of Scottsdale | 625,000 |
| ASU Sun Devil Stadium | 551,895 |
| Reid Park Zoo | 478,794 |
| Arizona-Sonora Desert Museum | 460,000 |
| Wildlife World Zoo | 405,000 |
| Phoenix International Raceway | 400,000 |
| Rawhide Western Town & Steakhouse | 350,000 |
| Scottsdale Center for the Arts | 322,421 |
| Phoenix Art Museum | 312,147 |
| Desert Botanical Garden | 295,000 |
| Grand Canyon Railway | 295,000 |
| Arizona Temple and Visitors' Center | 257,260 |
| Mesa Art Center | 250,000 |
| San Xavier Mission | 250,000 |
| Sunrise Park Resort | 196,778 |
| Old Tucson Studios | 189,000 |
| Tucson Museum of Art & Historic Block | 180,756 |

Source: Reporting Entities